

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
February 14, 2011
8 AM**

MINUTES

Present: Frank McNabb (Chair), Dennis Heffley, Jim Hintz, Corine Norgaard,
Betty Wexler

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:05 am.

2. Approval of Minutes from January 10, 2011

Corine Norgaard made a motion to approve the January 10, 2011 minutes. Jim Hintz seconded the motion. The minutes were approved unanimously.

3. Review of board for businesses that signed Letters of Intent

The Committee reviewed the mock-up of a board designating businesses that had signed letters of intent to locate in Storrs Center. Mr. Hintz suggested that the board be modified to make clear that these prospective tenants are only for Phase 1A. Ms. van Zelm said she will convey this to the team at LeylandAlliance.

4. Update on Renewals

Ms. van Zelm passed out a list of members who have not yet renewed their membership for 2011. Committee members committed to making follow-up phone calls.

5. Debrief Events and Follow-up on Outreach

Mr. McNabb thanked Committee members for staffing a Partnership table at the UConn Co-op and the Community Center over the last few weeks. He said there was good interest on the for-sale housing from the people he spoke with at the tables. Mr. McNabb also noted that there was particularly good traffic at the Co-op right before the basketball game at Gampel. He noted the importance of getting the word out on the Partnership and Storrs Center even if no new memberships were received.

Mr. Hintz suggested that the boards indicate that Storrs Center is the “new downtown in Mansfield” and label where UConn is located on the map to put the project in context. Ms. van Zelm will talk to the communications team about the new Boards reflecting these changes.

Ms. Norgaard suggested a bowl of candy with the table.

Mr. McNabb said there are currently 285 members with \$14,485 in dues received. Ms. Norgaard asked if the monthly update could include the changes in membership month to month and the number of new members.

Mr. McNabb suggested that all the businesses that will be part of the project sign up for membership.

Mr. McNabb said the UConn off-campus housing fair is Wednesday, March 2 from 11 am to 4 pm in the ballroom of the Student Union.

Ms. van Zelm said the Partnership could set up the table at 10:30 am.

Dennis Heffley committed to an 11 am to 1 pm slot.

Ms. Wexler committed to 1 pm to 2 pm.

Ms. Norgaard committed to 2 pm to 3 pm.

Ms. van Zelm committed to 3 pm to 4 pm.

With respect to the UConn women’s basketball game this Saturday at Gampel at 2 pm, Mr. McNabb can staff the table. Ms. van Zelm can have it set up for 12:30. Mr. Heffley said he believes he can help staff the table.

Ms. van Zelm said she will staff the table at the UConn men’s basketball game on March 5 at Gampel.

Ms. van Zelm said the Windham Chamber of Commerce Business Expo is on March 5 from 10 am to 5 pm, and on March 6 from 12 pm to 4 pm. Ms. van Zelm said she will check with Chamber Executive Director Roger Adams on the cost and logistics and get back to the Committee. Ms. Wexler said she thought she could help on March 5. Ms. Norgaard thought she might be available on March 6. Mr. McNabb said he could help as back-up. Mr. Heffley said he thought he might be available as well. Committee members will get back to Ms. van Zelm with their availability.

In response to a question from Mr. McNabb, Ms. van Zelm said that Partnership Special Projects Coordinator Kathleen Paterson was following up with Windham Hospital and Horizons about placing information in their publications.

Ms. Norgaard said she will follow-up with Joshua's Trust re: membership.

Ms. van Zelm will follow-up with Fran Archambault with the EO Smith Foundation about reaching out to EO Smith families.

Ms. van Zelm will follow-up with UConn Admissions about information on Storrs Center that may go into their packets to prospective students.

Mr. McNabb asked for feedback by the next meeting on the above mentioned "to do" items.

Mr. McNabb asked if a monthly update could be included in the Reminder starting in July. Ms. van Zelm will follow-up.

Mr. Hintz suggested that a construction camera be set up to photograph progress on the project. Ms. van Zelm said this was being discussed by the Partnership and the development team.

6. Adjourn

The next meeting date is Monday, March 14 at 8 am.

The meeting adjourned at 9:00 am.

Minutes taken by Cynthia van Zelm.